



We First is a leading brand consultancy that provides purpose-driven strategy and training to help companies grow through social good. By ensuring companies know how to define, frame and share the story of the good work they do internally and externally, we position brands to lead business, shape culture, and better our world.

COMPANY INFORMATION

We First provides strategic consulting and training to help companies tell the story of the good work they do in ways that build their business. Our clients include Fortune 500 brands, major Foundations and high growth companies.

STRATEGIC CONSULTING

We First partners with clients to help them define, frame and share their brand story to answer these critical questions.

- How do you tell the story of the good work your company is doing in ways that build your brand reputation, employee productivity and customer sales?
- How do you seamlessly integrate your company and product brand storytelling in ways that are meaningful and mobilizing to employees and customers?
- How do you protect your brand against consumer activism and inspire employees and customers to promote your company and products?
- How do you market the relationship between your corporate communications, sustainability, cause marketing and Foundation work to earn greater brand trust, loyalty and sales?

AREAS OF EXPERTISE

Brand Promise Definition	Sustainability Storytelling	Corporate and Product Brand Story Integration	Customer Community Architecture and Engagement
Brand Narrative Framing	Internal Brand Storytelling	CSR, Sustainability, and Foundation Story Integration	Cause Marketing Storytelling and Activation

CLIENTS



CONSULTING CASE STUDIES



- Client** The Coca-Cola Company
- Services** Sustainability Story Definition
Sustainability Storytelling Strategy
Internal Sustainability Storytelling
Social Branding Training
Sustainability Social Media Playbook

Challenge

As one of the world's top marketer's, The Coca-Cola Company has set the standard in so many areas of global advertising. As it sought to tell the story of its significant investments in sustainability, it became necessary to unify a variety of competing strategies and campaigns from different regions into a single sustainability story. In order to tell that story, it also became necessary to leverage new storytelling strategies, tactics, and tools to inspire employees and customers to embrace and promote their sustainability efforts.

Actions

- Created a Sustainability Manifesto film for internal use that communicated the company's sustainability strategy to leadership, different divisions of the company, marketing, and employees.
- Created a Sustainability Manifesto film for external use by the company's Chief Sustainability Officer to showcase the company's commitment to sustainability around the world.
- Provided internal training at sustainability leadership meetings, collaborated with marketing leads to develop sustainability storytelling strategies for employees, and provided training for strategic partners at the Coca-Cola CMO Summit.
- Collaborated with the Sustainability Social Media Director to develop a comprehensive internal Social Media Playbook for use by marketing leads in all regions around the world.

Impact

"Working with Simon and We First has been really good for us at the Coca-Cola Company. They bring a unique combination of skills and knowledge to the table, from a clear consulting ability as listeners, really understanding our issues at their core, to a really practical and logical approach to address problems with strong expertise in marketing and advertising combined with best in class thinking on positioning and social media. We have been working with them in the challenge of how to tell and spread our sustainability story and have found in them a true partner and a great consultant with very sharp and accurate recommendations always with a perspective of what is happening in the industry and how can we drive a competitive advantage."

JAVIER RODRIGUEZ MERINO, GLOBAL SENIOR MARKETING SUSTAINABILITY DIRECTOR, THE COCA-COLA COMPANY



Client VSP Global
Services Company Story Strategy
Division Story Strategy
Brand Story Films

Challenge

As the nation's largest provider of eye care coverage with over \$4 billion in annual revenue across six independent business units with global expansion plans, VSP Global identified the need to raise awareness of the brand and its contributions to eye care through a single and purposeful brand story. This story had to establish a competitive advantage within the industry, clearly communicate a unifying purpose to employees across all business units, and reinforce their commitment to independent eye care practitioners and their patients.

Actions

- Strategized a purposeful brand story for the VSP Global to use externally in alignment with the company's mission, values and vision.
- Developed a brand story for the new Retail Development Division in alignment with the VSP Global Story.
- Collaborated on the ideation of brand films for each business unit to bring the VSP Global story to life consistent with specific division marketing.

Impact

"In a shockingly short amount of time, Simon was able to grasp the extraordinarily complex components of our business model, accurately understand the stakeholders and sensitivities with each while effectively navigating the internal and external politics to not only help ensure buy in, but alignment. His ability to so quickly and accurately translate our corporate story into our corporate purpose was nothing less than remarkable. As one of my executives stated after presenting the information to our Chief Marketing Officer, "this passed the goosebump test." We look forward to a long and beneficial relationship with the We First team."

JILL NOVELO, GLOBAL PUBLIC RELATIONS MANAGER, VSP GLOBAL COMPANIES



Client Rosetta Stone
Services Social Purpose Definition
Social Impact Program
Non-Profit Partner Selection

Challenge

As the industry's leading language learning and literacy provider, Rosetta Stone sought to develop a Social Impact Program that was authentic to the heritage of the brand, that would establish a competitive advantage as it expanded globally, and that could generate the greatest social impact.

Actions

- Established the business case for a Social Impact Program for leadership.
- Developed a Social Impact Program specific to the brand and its long-term goals.
- Identified a non-profit partner to scale the reputation, business, and social impact of Rosetta Stone.

Impact

“We First have been invaluable in helping us build a thoughtful, strategic approach to building a long-term social impact program. Simon’s guidance has helped us think bigger while providing a path for us to get from an executable starting point to a growing program. He was extremely effective in helping our management team understand and buy into the value of a social impact program.”

SARAH VAN DYCK, VP, GLOBAL BRAND MARKETING, ROSETTA STONE



Client X Prize Foundation

Services Brand Definition
Brand Naming
Social Media Strategy

Challenge

As the pinnacle of social innovation, the X Prize Foundation sought to create a crowd-sourced and crowd-funded social innovation platform that allowed anyone, anywhere to collaborate to solve a social problem. Yet with so much competition in the crowd-sourced, social innovation space and with so many choices available to socially conscious people, the name, positioning and story-telling of the new brand was critical.

Actions

- Developed names for the new problem-solving platform.
- Strategized the positioning and marketing of the new platform.
- Created an animate film to launch the platform.
- Developed a social media strategy for the brand launch to build awareness and to grow its community.

Impact

“Working with We First was a joy. Simon’s calm and investigative demeanor make him a pleasure to work with. Simon has an innate ability to access and, in turn, portray the essence of your idea. Whether that idea is a brand, a campaign, a video concept or a tagline, Simon guides you through a creative process where your own jumble of scribbles and hand waving results in a simple and powerful communication that you are proud to stand by.”

EMILY FOWLER, CO-FOUNDER & VP, POSSIBILITIES HEROX, X PRIZE FOUNDATION

Client LIVESTRONG Foundation**Services** Foundation Purpose
Foundation Story**Challenge**

As the leader in cancer survivorship and an expert community builder, LIVESTRONG faced the challenge of the media exposure around Lance Armstrong drug use and the loss of sponsors including Nike. Their departure created a storytelling vacuum that represented a chance for the LIVESTRONG Foundation to set a new course for its future, to re-engage its loyal community, and to enlist new supporters to help its cause.

Actions

- Review of research into the community and PR challenges
- Developed Foundation story strategies
- Social media activation strategies

Impact

“We First has been a great guide in contributing to our future focus as a Foundation. Simon’s keen research, forward-thinking counsel and passion for significant and authentic social change is palpable. He is a highly capable translator of the horizon line and the necessary steps to reach the marketplace, in the most creative ways. His value is in interpreting among these blended economies on behalf of clients the most effective means to achieve great results.”

MORGAN BINSWANGER, EXECUTIVE VICE-PRESIDENT, LIVESTRONG FOUNDATION**Client** California Pizza Kitchen**Services** Company Purpose
Brand Story
Social Media Strategy**Challenge**

California Pizza Kitchen was facing increased competition and with new and substantial investments in the refurbishment of its restaurants and menu, it needed a purposeful brand story that would win the interest and support of local communities and new customers.

Actions

- Establish the business case for a purposeful brand story
- Defined a purposeful brand story and messaging hierarchy
- Provided channel-specific, social media strategies and tactics
- Collaborated with advertising partner to ideate around the brand re-launch

Impact

“Working with We First is a wonderful experience. It’s rare to find a collaborator that truly understands the business challenge and your industry, that can work seamlessly with corporate and creative partners, and that can think through the unavoidable complexity to come up with a much needed solution that offers enormous value to the business and the brand. Simon is a pleasure to work with and one of the few resources available to corporations today with that rare blend of expertise in storytelling, technology and culture to position your brand for growth and leadership in this constantly changing and connected, social business marketplace.”

**SARAH GROVER, CHIEF CONCEPT OFFICER & EXECUTIVE VICE-PRESIDENT,
CALIFORNIA PIZZA KITCHEN**



Client First Capital Bank of Texas

Services Company Purpose
Brand Story
Brand Story Book
Social Media Strategy

Challenge:

As a leading community bank, First Capital Bank of Texas is distinguished by a deep commitment to its customers and their communities through their social impact work. Yet its brand story did not reflect this contribution and its marketing was too inconsistent to effectively leverage this as a competitive advantage that would build the business and its social impact.

Actions:

- Defined the brand story within the competitive landscape
- Collaborated with the leadership team to define the company purpose
- Provided social media training for the brand story launch
- Crafted a brand book with Manifesto, Core Values and Vision
- Provided a social media plan with channel-specific strategies and tactics

Impact:

“We had a need for a number of years to develop a brand for our organization that expressed who we are and what our mission is. Our internal and external messaging has been inconsistent and schizophrenic. Simon brought our management team together and helped us define our brand in a way that truly defines our culture and our mission. Simon’s creativity and people skills made the process of coalescing on a common brand very rewarding for our team. One of the best attributes Simon brings is his strong commitment to serving people and the world that is in alignment with our values.”

KEN BURGESS, CHAIRMAN, FIRST CAPITAL BANK OF TEXAS



Client: Thrive Farmer's Coffee

Services Brand Story Definition
Social Media Strategy
Website Design
PR Messaging

Challenge:

Thrive Farmers Coffee is a new player in a crowded coffee category but has a powerful new farmers-direct, profit-sharing, sustainability model that returns profits back to the farmers who make the coffee. They needed a compelling way to tell this story to the industry, media, and consumers, and to share that story in a way that allowed them to win market share in the shopping aisle from other organic-certified and sustainability- focused coffee brands.

Actions:

- Brand story definition and messaging hierarchy
- Provided channel-specific, social media strategies and tactics
- Collaborated on PR releases and messaging for media

Impact:

"After working with We First our engagement level on Facebook (people talking about us) has constantly exceeded 10% and mostly stays between 20-30% with a high of 70%. This is compared to good target range between 1-5%. We have seen sales as a direct result of the high interaction levels."

MICHAEL JONES, CEO, THRIVE FARMERS COFFEE



Client Rubio's Restaurants

Services Brand Story
Social Media Strategy

Challenge:

With Rubio's long heritage of ocean friendliness and with the launch of a new brand identity and menu, they needed a brand story that reflects these contributions and establishes a competitive advantage in the 'fast casual dining' category. This story needed to inspire employees and customers to raise awareness of the brand and its good work while building customer loyalty and new customers.

Actions:

- Established the category-specific, business case for a purposeful brand story
- Defined the company purpose, brand story, and messaging hierarchy
- Presented the new brand positioning to executive leadership and won their support

Impact:

“We engaged Simon to help us with our brand transformation. We had defined our brand positioning in a fair amount of detail. Simon helped us to distill it into a clear single organizing thought that will drive all aspects of our go-to-market efforts. He provided us with a strategic and engaging solution that frames the whole business, vs. an advertising campaign or tagline. Simon is a passionate storyteller, is full of creative ideas, and was a pleasure to work with. He combined his strong people skills with his vast experience with purpose-driven brands and in-depth knowledge of the consumer landscape to help our senior management team understand and align behind our brand direction.”

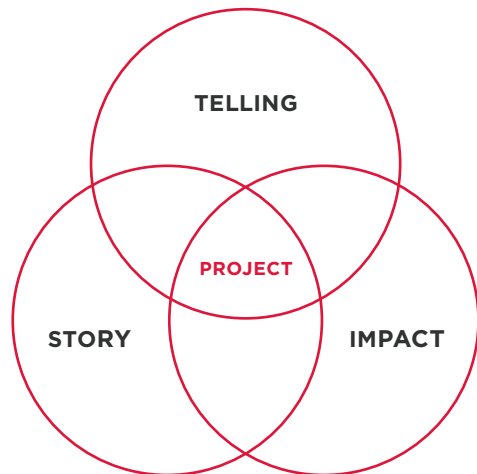
KARIN SILK, SENIOR VICE-PRESIDENT OF MARKETING, RUBIO’S RESTAURANTS

**WE FIRST
METHODOLOGY**

We First believes the brands must rethink their marketing in light of the impact of the web, social media, and smartphones. Customer are now well-informed, media-savvy, and locked in dialogue with brands. Most importantly, they are demanding greater social responsibility from brands in return for their purchases and loyalty.

As a result, We First’s methodology is not based around creating advertising, but rather helping brands tell the story of their good work. We do this by positioning them as leaders of cultural conversations that will shape the future. That way, brands share their stories that inspire employees, customers and the media to promote the brand, build its business, and scale its social impact.

There are three stages to the We First Methodology and each stage has three parts:



STAGE 1 THE STORY

We define the story of your good work in ways that make your brand relevant, meaningful, and sharable.

PART 1: BRAND DISCOVERY

- We First reviews all client materials related to the brand, its strategic planning, the competitive landscape, and consumer research.
- We First interviews key stakeholders for their input on the definition and future of the brand.
- We First establishes the business case for telling a singular and purposeful brand story.

PART 2: SOCIAL PURPOSE

- We First defines the social purpose of a company or Foundation to serve as a guide for defining the brand's story and its social marketing.
- This includes defining the brand's Promise to the world.

PART 3: STORY DEFINITION & FRAMING

- We First defines the brand story in a singular, emotional and compelling statement that is innately sharable.
- We First frames the brand storytelling in a consumer facing way that positions the brand as a celebrant, not celebrity, of its customer community.
- This includes defining the Manifesto, Values, and Mission of the brand.

STAGE 2 THE TELLING

We tell that story in a community-facing way that builds your brand reputation, employee productivity, customer sales, and social impact.

PART 1: INTERNAL STORY INTEGRATION

- We First defines how to bring the brand story to life for leadership, marketing, and employees to ensure alignment between what a company says and what it does.

PART 2: EXTERNAL STORY INTEGRATION

- We First aligns existing and future marketing efforts across the company and its product brands into a messaging hierarchy that serves a singular and purposeful brand story.

PART 3: COMMUNITY ARCHITECTURE

- We First outlines community-building strategies that ensure the brand enjoys short-term tactical benefits as well as long term reputation benefits.

STAGE 3
THE
IMPACT

We mobilize employees, partners, and consumers to promote your brand and create measurable social impact.

PART 1: ACTIVATION STRATEGIES

- We First ideates how to bring this story to life in a way that inspires employees, partners, and customers to engage to build the brand's reputation benefits.

PART 2: CO-CREATIVE TACTICS

- We First provides concepts for how to empower employees and consumers to co-create and promote the brand story to build the business and achieve measurable social impact.

PART 3: CULTURAL LEADERSHIP

- We First outlines ways for the brand to lead a cultural conversation that will establish a competitive advantage, build its reputation, and scale its social impact.

TRAINING
TESTIMONIALS



“What continues to amaze me about a We First training is the incredibly rich content that is provided. We First synthesizes and then programatizes all the best data and best thinking concerning how brands are evolving. This means each attendee walks away with a wealth of knowledge organized into a coherent how-to manual for pioneering their brands beyond what's known and into the realm of what can be.”

**TOM LAFORGE, GLOBAL DIRECTOR OF HUMAN & CULTURAL INSIGHTS,
THE COCA-COLA COMPANY**

charity: water

“We First is the best workshop to attend to see where purpose-driven brands, digital innovation and cause marketing can unite to transform business. Brilliant attendees, hands-on tactical training and insightful keynotes combine to leave attendees with skills they can use immediately as well as inspiration to drive change within their organization. Attend if you want to learn where the market is heading and get the skills to get there before your competition.”

PAULL YOUNG, DIGITAL DIRECTOR, CHARITY: WATER



“It provided a framework and a way to think about branding and telling our story in a very cohesive and linear way. What you find here are trends, data, information- all those things that leaders of your company are asking you for that you don’t necessarily know how to aggregate it all- that’s what I found here.”

ANN RINDONE, DIRECTOR OF FOUNDATION AND CAUSE, CONAGRA FOODS



“A lot of businesses don’t have their brand well defined so then they don’t have their story built behind the brand. Simon has helped us do is to come up with that brand, build a story around the brand, and then you have something you can go out and tell to your community and stakeholders.”

KEN BURGESS, CHAIRMAN, FIRSTCAPITAL BANK OF TEXAS



“Thanks for inviting me to participate in your training seminar. I took away a lot more than I gave at this event, which is often a rarity. Thanks again for your vision and practical takeaways from your significant experience with the brands/campaigns we all love.”

JIM HANNA, DIRECTOR OF ENVIRONMENTAL AFFAIRS, STARBUCKS



“We First’s training seminar is an eye opener for marketers on the importance of integrating sustainability at the core of their brands to increase relevance and meaning and drive a competitive advantage in their respective categories. Physical and emotional benefits are not enough anymore to drive long term loyalty of our current and potential consumers and societal impact and everyday meaningful difference in peoples and community life’s are the new source of competitive advantage We first seminar provides the guidance on how to go about this challenge and brings the best thinking people and industry cases to the table to drive that change in our respective organizations.”

JAVIER RODRIGUEZ MERINO, GLOBAL SENIOR MARKETING SUSTAINABILITY DIRECTOR, THE COCA-COLA COMPANY



“We are witnessing a great shift in the realm of corporate giving. There is real opportunity for all parties to benefit in a meaningful way. The We First training conference is one of the very few of its kind that explains this new landscape and how best to take advantage of it.”

TRACY UNDERWOOD, NATIONAL MANAGER, PHILANTHROPY AND COMMUNITY AFFAIRS, TOYOTA MOTOR SALES USA, INC.



“It was great to learn so much more about the subject of Sustainability and how technology is playing such a huge role in changing how consumers have become so much more in control of our marketing agenda in ways we could never have imagined 10 years ago. I also found the course work to be both interesting yet very practical at the same time in a way that really helped provoke some fresh thinking.”

TIM GOUDIE, SOCIAL MEDIA DIRECTOR, SUSTAINABILITY, THE COCA-COLA COMPANY



“Simon was a speaker as part of our internal sustainability speaker series on the role of sustainability and brand. His presentation and workshop hit the mark and inspired many great conversations and new approaches to 3M’s sustainability communications.”

HEATHER TANSEY, SUSTAINABILITY MANAGER, 3M ENVIRONMENTAL, HEALTH, AND SAFETY OPERATIONS

**ABOUT
SIMON MAINWARING**

Simon Mainwaring is the founder of We First, the leading brand consultancy that provides strategy and training that helps companies build business through their social good. We First consulting shows companies how to define, frame and share the story of the good work they do in ways that build their brand reputation, customer community, and social impact. We First training includes live workshops and an annual Brand Leadership Summit that reveals how companies combine strategic storytelling and social technologies to lead business, shape culture and better their world.

Simon is a member of the Executive Committee of Sustainable Brands Executive Committee, the Steering Committee of the Business Alliance for the Future, and a Fellow of the Royal Society of Arts in London and the World Business Academy in the U.S. He contributes to The Guardian, Forbes, Fast Company, Huffington Post, and Mashable on branding and social technology.

Simon's first book, *We First: How brands and consumers use social media to build a better world* (Palgrave Macmillan) is a New York Times, Wall Street Journal, and Amazon bestseller. It was named an Amazon Top Ten Business Book for 2011, 800CEORead Top Five Marketing Book for 2011, and *strategy+business* named it the Best Business Marketing Book of 2011. It has been translated into Russian, Chinese, Taiwanese and Korean.

Simon was included in Trust Across America's, 'Top 100 Thought Leaders in Trustworthy Business Behavior for 2012' and #4 on The Guardian's, 'Twitter List: The 30 Most Influential Sustainability Voices in America for 2013.' He has been featured in TIME, The Guardian, Advertising Age, Adweek, Huffington Post, Inc Magazine, Fast Company, GOOD Magazine, and Mashable, as well as appearing on the Business News Network, CBS, CBC, and BNet.

Simon is a sought after international speaker with engagements including the Cannes International Advertising Festival, Royal Society of Arts, SXSW, TEDx-SF, National Speakers Association, National Press Club, as well as brands such as Google, Coca-Cola, General Motors, Samsung, Gucci, VW Group and Patagonia. He was voted a Top 5 Marketing Speaker by speaking.com

Prior to starting We First, Simon was an award-winning Nike creative writer at Wieden & Kennedy and Worldwide Creative Director on Motorola at Ogilvy, as well as consulting on dozens of F500 brands for leading advertising, production and digital companies. He has received over sixty international creative awards at the Cannes Advertising Festival, the One Show (U.S.), the Kelly Awards (U.S.), and the British Design & Art Direction Awards, among others.

Simon studied Law and Fine Arts (1st Class Honors) at St. Paul's College, Sydney University, and lives in Los Angeles. His blog is simonmainwaring.com, he tweets @simonmainwaring, and the We First website is WeFirstBranding.com

To view Simon's Speaking Reel, visit: WeFirstSpeaking.com